



Alumnus Johnny Chou
Subject MBA
Graduated 1999
Place of Work Universal Scientific Industrial
Position HR Director and Senior Consultant to CEO



Advanced Semiconductor Engineering (ASE) is the world's largest independent providers of semiconductor packaging and test services. Universal Scientific Industrial is a subsidiary of ASE.

As the HR Director, he is responsible for advising senior managers on employee relations issues, as well as sourcing the brightest R&D talent to work for the organisation.

Great minds *go on to* great places

What stood out for you when you were applying to Royal Holloway?

The first thing that stood out for me was this image of the Founders Building; I was overwhelmed by it. Then I started to research the university with the British Council's advice, so they introduced many of its advantages to me. I particularly loved the location and the diversity of nationalities on the MBA programme, so these were the major factors in my decision to apply to Royal Holloway. I was lucky enough to be awarded the Chevening scholarship by the British Council after my company, China Airlines, put me forward. Only 1 or 2 people get the scholarship each year, so I was really privileged.

What attracted you to the MBA?

I knew that if I wanted to move up the career ladder to senior management positions in global organisations, then I would require the knowledge and expertise that comes with studying an MBA. Moreover, the MBA exposes you to international cultures, giving you great experiences to prepare you for these senior positions.

What was your experience prior to starting the course?

I had been working for China Airlines in sales and crew supervisor roles from 1991 to 1998. During 7 years of service, I was initially assigned to the CKS air cargo department where I was responsible for cargo payload management, cargo loading and space sales services. In 1994, I was promoted to supervise cockpit crew sourcing and scheduling in the flight operation division, primarily responsible for managing the airbus fleet's foreign pilots recruitment, orientations, training and flight scheduling.

What was the most important thing you learnt on the course?

I think that the strategy component is the most valuable part of the course, and I wrote my dissertation on China Airline's strategy with guidance from an industry expert. The second thing would be learning about global economics, as this really gave me a vision and understanding of global economic trends. In particular, I still apply what I learnt in the HR course. I have been an HR manager for over 15 years, and the theories and case studies are still applicable to me now.

What has been your career path since graduating?

After graduating from the MBA programme, I returned to Taiwan, to work at Bank of America as a credit analyst in the Taipei branch. I was then approached by the European Advanced Digital Broadcast SA (ADB) to be the International Human Resources Manager. I spent nearly 8 years at ADB, during which time I consolidated the corporate HR policy and processed foreign expatriates working in Taiwan and other countries where ADB operates. In 2008, I spent one year working in Brazil for an Taiwanese-based IT company.

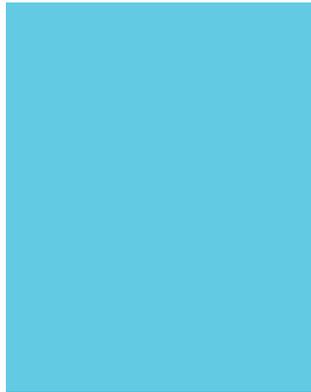
How did you come to be working at Universal Scientific Industrial?

In 2009 I was recruited by USI to the position of Taiwan HR Director, primarily responsible for corporate human resources management. I have just recently been promoted to the position of senior consultant for USI's parent organisation, ASE Group. USI was formally a large listed company, but was fully merged by ASE Group in 2008, therefore we are part of ASE Group's management.



people with passion

“The MBA exposes you to international cultures, giving you great experiences to prepare you for senior management positions.”



Tell us about your position.

I am USI's Taiwan Human Resources Consultant, reporting to the corporate HR Vice President with a dotted line to USI's CEO. I also co-work with ASE's HR Director in relation to cross-entirety employee issues. I act as a business partner as well as a human resources consultant. My role involves doing market analysis of global salary growth trends, advising on HR strategy, but the best part is sourcing middle and high level R&D talent to work for the organisation. It gives me great pleasure to be able to work with people, to place them in the right role, and to help to grow the business. I am also able to travel to China monthly, and other operation sites in the US and Europe. The 'Consultant' in my title is important, because I am currently starting up my own headhunting business so, in order to allow me to do that, USI have kept me on as a consultant.

What projects are you currently working on?

I am currently engaged in a new business unit (BU) manpower project. The BU develops miniaturised modules for smart phones, like MTK and Intel, thus I need to recruit the best RF engineers and R&D managers to USI. It's challenging, because most of

the best engineers work for the two big software companies HTC and TSMC so my job is to get those people to work for this organisation instead.

How did you come to be an alumni ambassador?

Having been Taiwan's Chevening scholar whilst studying in the UK, I was invited to support the British Council when I returned to Taiwan in early 2000, taking the lead in promoting the newly founded British Returned Alumni Interactive Network (BRAIN). BRAIN promotes UK education locally in Taiwan, thereby supporting the British Council's own recruitment activities. This led me to a voluntary liaison role to Royal Holloway staff visiting the region; as well as helping out at recruitment fairs, I was also responsible for organising Taiwan alumni reunions, the first of which was in 2004. Although the Royal Holloway officers coming to Taiwan changed every one or two years, I still supported the Royal Holloway Alumni Office by offering my connections and enthusiasm in promoting alumni relations and student development. Sometime around 2005, the International Office asked me to take on the role of Taiwan Alumni Ambassador, and that's what

I've been doing ever since. As an MBA graduate, I feel very proud to contribute my time and effort in this way.

What do you enjoy most about the role?

I enjoy helping people to network and link up with their classmates, as well as meeting new friends. The events are attended by Royal Holloway staff, so it is good to hear news from the College. It makes me happy to know that I am facilitating this because we all had such a good time whilst we were studying there. The Chinese have a tradition that you shall feedback to that from which you have gained. Because I had great memories and knew many good friends during my studies, I wanted to promote the advantages of the School to new students and feedback by keeping classmates in touch with each other via the reunions. For me, it is a lifetime honour and pride to be a Royal Holloway alumnus.

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